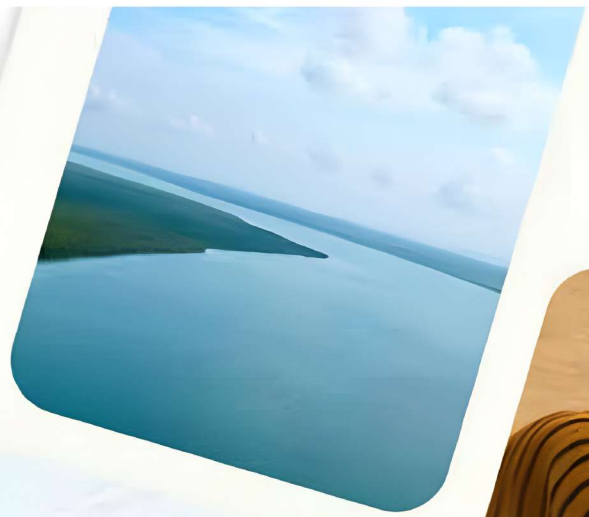




सत्यमेव जयते

Government of West Bengal

SOUTH 24 PARGANAS, WEST BENGAL



DISTRICT EXPORT ACTION PLAN



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District Profile- South 24 Parganas

The Delhi Sultanate first introduced 'Parganas'. A pargana, as a revenue unit, consists of several revenue units called 'mouzas'. These mouzas consist of several villages.

Under Sher Shah Suri, the administration of parganas was stabilised by the addition of other officer including a police chief (Shiqdar), a revenue collector (Amin or Munsif) and a record keeper (Karkun).

Under Clause No.s 2, 3, 9 of the Regulation of 1793, the District of 24 Parganas started taking shape.

South 24 Parganas got its recognition as a full fledged district on 1st March, 1986. It is a district in the Indian state of West Bengal, headquartered in Alipore. It is the largest district of West Bengal by area and second largest by population. It is the sixth most populous district in India (out of 640). On one side of the district there is the urban fringe of Kolkata and on the other the remote riverine villages in the Sundarbans. Currently its district HeadQuarter is at Alipore.

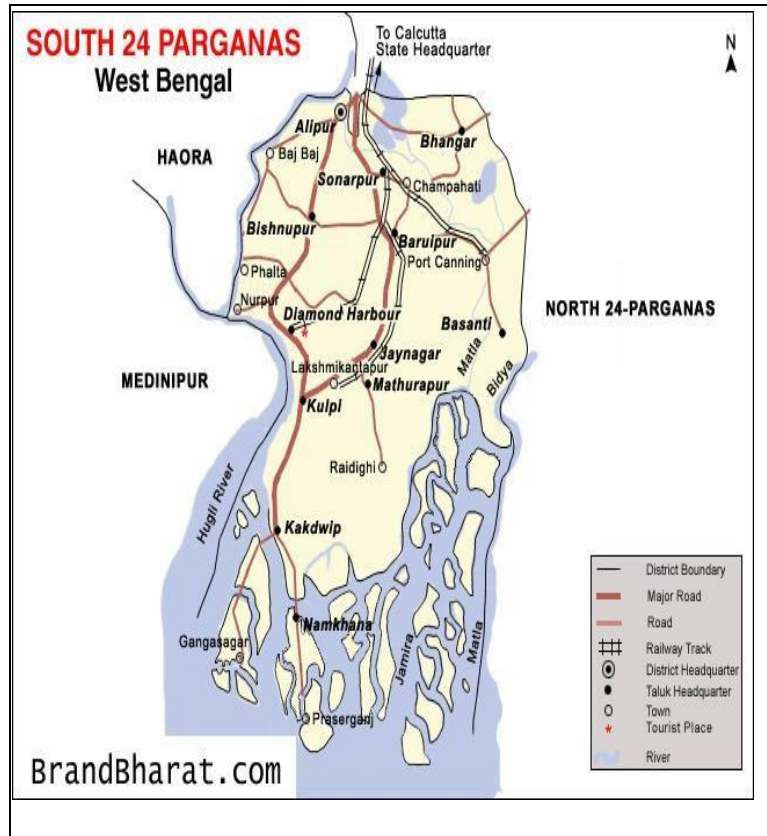
Each district has sub-divisions under it and each subdivision is a group of blocks, administered by Sub-Divisional Officer (SDO) or Sub-Divisional Magistrate (SDM).

The nomenclature 24-Parganas has been in vogue since 15 July 1757 when Mir Jafar whom the East India Company had just established as Nawab of Bengal ceded to the Company the rights of 24 mahals. The treaty by which the cession is recorded says that "all the land lying to the south of Calcutta as far as Culpee, shall be under the Zemindari of the English Company and all the officers of this Zemindari shall be under their jurisdiction. The revenue to be paid by it (the company) in the same manner with other Zemindari". The Parwana notifying effect to the Treaty mentions the name of the 24 units of granted land.

The District of 24-Parganas started taking shape

under Clause Nos.2,3 and 9 of the Regulation of 1793. The respective jurisdictions of the civil and criminal courts for the district and revenue jurisdiction of the District Collector were demarcated by the Regulations. This arrangement remained valid till 1800.

The present district of South 24 Parganas came into existence on 1st of March, 1986. It then comprised of two sub divisions- Alipore and Diamond Harbour and of 30 blocks. Presently there are five sub divisions (Alipore, Baruipur, Canning, Diamond Harbour and Kakdwip), 29 blocks and 7 Municipalities.



DISTRICT AT A GLANCE:

- **AREA: 9,960 Square Km.**
- **POPULATION: 81,61,961**
- **LANGUAGE: Bengali**
- **LITERACY RATE : 77.51 %**
- **SEX RATIO : 956/1000**
- **POPULATION DENSITY (PER SQ. ML.) : 819/Sq. Km.**

1. 1 Geographic Profile

The South 24-Parganas district is located between 22°30'45" to 20°29' North latitude and between 89°4'56" and 88°3'45" East longitudes bounded by the river Hooghly in the West. Bay of Bengal in the South, Calcutta city and North 24 Parganas in the North & Eastern boundary is demarcated by Bangladesh and Bidya & Matla River.

Latitude	North	20°20''
	South	22°06''
Longitude	East	88°20''
	West	88°60''

1.2 Logistics & Connectivity

Alipore, the head-quarter of South 24 Parganas is well connected with roads to Kolkata, North Bengal, Bangladesh and other towns of West Bengal. Alipore is also well connected by railway with Sealdah. Other notable places of South 24 Parganas is Garia, Sonarpur, Baruipur, Diamond Harbour & Ballyganj.

ROAD

Alipore is well connected by road as Alipore almost lies in the jurisdiction of Kolkata. Alipore is connected to Howrah, Sealdah & NH2 & NH6. Also the Airport is also not far away from Alipore.

RAIL

New Alipore is the railway station, on Budge Budge line of Sealdah Station (South Section). Ballyganj, Lake Gardens, Santoshpur & Budge Budge are the other railway stations on this route.

AIR

Netaji Subhas Chandra Bose International Airport is about 24 kilometres from Alipore. There are Domestic and International terminals separately for domestic and international flights towards different part of the world.

1.3 Economy of the District

The South 24 Parganas district, located in the southernmost part of Bengal delta, emerged from the alluvial deposits of the Ganges and its tributaries. The district boasts a diverse topography ranging from urban and semi urban areas adjacent to Kolkata Metropolis, non Sunderban rural region to the riverine areas of the Sundarbans. This diversity contributes to the unique character of the district. The district exhibits a varied economic profile influenced by diverse topography and demographic characteristics.

Economic activities range from agricultural, fishing and traditional industries to modern sectors such as commerce, services and manufacturing.

The district has a wide gamut of economic activities that is reflected by various major economic parameters. The following points reflect the economic aspect of the district in a very detailed manner as per District Statistical Handbook 2022.

- Total MSME units in the District: 45626
- Number of employment generated by the MSME units for the year 2021-22: 250705
- Total number of mouzas electrified in the district: 2218
- Total Number of working Factories for the year 2021: 8506
- Total Revenue collected by the district administration from various sources for the year 2021-22 : Rs.1034099000
- Total Number of Gramin Banks in the district for the year 2021-22: 71.
- Total Number of Cooperative societies in the district: 1679; with a working member of 542640 nos. for the year 2021-22.
- The tourism sector in this district is a major contributor to the district's economic outlook as there are the Sundarbans which is the largest Mangrove Forest which also houses a Tiger Reserve for the famous Royal Bengal Tiger. Other various tourist spots in the districts include the Gangasagar Island, Bokkhali Sea Beach Henry Island, etc. This is actually reflected by the earnings from various Tourist Lodges of the Government which totals to an amount of Rs.36105000.
- Since this district is largely encompassed by the Bay of Bengal to the South and Hooghly River to the west the Pisciculture industry is quite remarkable in its own aspect. This is reflected by the approximate annual Production of Fisheries which is 3890990 quintal for the year 2021-22. The total number of schemes that are run by the Government in regard to this particular industry is 448 in order to extend the support to this sector.

AGRICULTURE

Main source of income in this district is from the agriculture sector and per capita income is Rs. 56,983. Total cropped area of South 24 Parganas is 6, 21,116 hectares and the forest area is 2790.71 sq km as per 2021 data. (Source: *indiastatpublications.com*)

BLOCK	MAIN SOURCES OF EARNING	MAIN AGRICULTURAL PRODUCTION
Baruipur	Cultivation Agriculture Household Industries Surgical tools Industries	Aman Paddy Aus Paddy Boro Paddy Wheat Summer & Kharif Vegetable Winter Vegetable Betelvine (Prod.in Motes) Oil Seeds Pulses Cotton Jute Others (Cash) Crops
Bhangore- I	Agriculture Fisheries Transport business Rice Mill Brick clin Polythene pipe industries	Rice Pulses (Lathyrus, Blackgram, Greengram) Oilseeds (Mustard, Sesame, Linseed) Potato Vegetable (Brinjal, Green Chillies, Cucurbits, Ladies finger, Cabbage , Cauliflower, Tomato) Fruit crops: (Mango, Banana, Guava)
Bhangore- II	Agriculture Pisciculture Irrigation	Paddy-Kharif,Boro & Pre-Kharif Potato Mustard Til Jute Fruits- Mango, Banana etc Winter & Summer Vegetables

Budge Budge-II	Nursery Fishing Agriculture Building Material like Bricks Jari Pottery Readymade Garment making like Jeans Papad manufacturing	Paddy (Aman, Boro) Pulses (Moong, Lathyrus, Lentil) Oilseed (Sunflower) Vegetables Beetlewine
Falta	Cultivation/Agriculture Fishery Household Industries SEZ Falta Jonson & Jonson	Aman Baro Kesari
Joynagar- II	Non-agricultural sector for majority of people from Kolkata metropolis and intermediate region Agricultural sector for people from Sundarban region	Paddy Summer Moong Sunflower
Magrahat- I	Agriculture Small Scale Industry (Linc Pen, Agni Pen etc.)	Paddy (Aman and Boro Dhan) Vegetable (kharif and Winter) Pulse Crop

CROPS	AREA (HA)	MAJOR CROPS	MAIN BLOCKS
Fruits	12028	Guava, Banana, Mango, Litchi	Baruipur, Sonarpur, Bhangore I & II, Falta, Joynagar-I & II
Vegetables	60720	Cabbage, Cauliflower, Lady's Finger, Cucurbits, Radish, Beans	Bhangore I & II, Joynagar I & II, Magrahat I & II, Canning I & II
Spices	4603	Chilli, Turmeric, Ginger	Basanti, Gosaba, Bhangore I & II, Joynagar I & II, Magrahat-I
Flower	3695	Marigold, Tuberosa, Ornamental Plants	Bhangore-I & II, Sonarpur, Budge Budge-I & II, Falta, Bishnupur-I & II
Plantation Crops	7156	Coconut, Betelvine	Sagar, Pathar Pratima, Kakdwip, Gosaba. Basanti, Kultali

(Source: s24pgs.gov.in)

INDUSTRY

SOME MAJOR LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS

List of the units in 24 Parganas (South) & nearby Area

SL.NO	NAME OF THE UNIT
1	Down Stream Units of HPL (10 Units)
2	Gontermann-Pipers India Ltd.
3	Kohinoor Paper & Newsprint
4	W.B green Energy Dev. Corpn. Ltd.
5	Jute Mills (6 units)
6	K.H.leather Industries, Bantala,24 Pg(S)
7	Mr. Nissat Sakeel & Md. Sakeel, Bantala
8	Paymental Tanniries,bantala
9	S.M enterprises, Bantala
10	Seo sankar Das & B.Ram, Bantala
11	Sip Shing Tannery, Bantala
12	Welcome Leather, Bantala

MEDIUM SCALE ENTERPRISES

LIST OF THE UNITS IN 24 PARGANAS (SOUTH) & NEAR BY AREA

SL.NO	NAME OF THE UNIT
1	NKB Extrusions Pvt. Ltd
2	Anubhab Biotech Pvt. Ltd.
3	Exodus Futura Knit Pvt. Ltd.
4	Bonnie Exports
5	Leader Health Care Pvt. Ltd.
6	Bhawani Poly Pack Pvt. Ltd.
7	LeMartina Bio Genetics Pvt. Ltd.

ONE DISTRICT ONE PRODUCT

One District One Product (ODOP) initiative was first launched by the Uttar Pradesh Government in 2018, later adopted by the Central Government due to its success.

The initiative aims to select, brand and promote at least one product from each district of the nation to enable overall socio-economic growth in all regions. A total of 1,102 products from 761 districts nationwide have been identified under the ODOP initiative.

To make the districts fully potential, economically and socio-culturally flourishing, the Ministry of Food Processing Industries launched ODOP later in 2018. The main focus is creating employment opportunities in the districts, especially in the rural areas.

The Directorate General of Foreign Trade (DGFT) carries out this scheme with the ‘Districts as Exports Hub’ initiative. This centrally sponsored scheme is to be shared by the central and state governments in 60:40 distributions.

(Source: pib.gov.in and india.gov.in)

DISTRICT	ODOP PRODUCTS	DEAP PRODUCTS	GI TAGGED PRODUCT(S)
South 24 Parganas	Fruit and vegetables; Marine products; Sundarban honey	Leather, Garments, Honey, Joynagar Moa, Bengal Patachitra	Joynagarer Moa

JOYNAGARER MOA

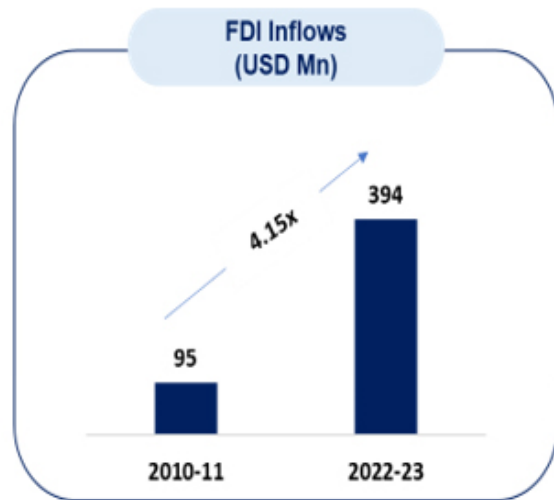
‘Joynagarer Moa’ from Jaynagar block of South 24 Parganas district obtained its GI tag in the year 2014.

It is a sweet soft ball made up of Kanakchur Khoi, mixed with Nolen Gur, Ghee, Khoya Kheer, cashew and raisin, and flavoured with cardamom.

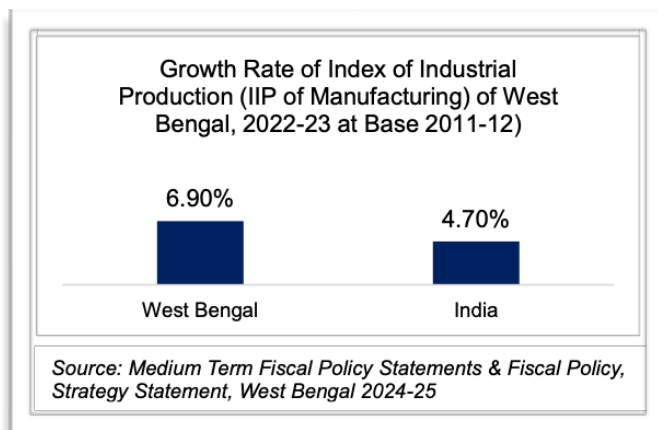
This winter delicacy was exported abroad for the first time in over a century on 20th January 2021. As per 2022 news, about 30 kg of Joynagar Moa was sent to Bahrain via Kolkata airport. (Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=1806816>)

Talks are also being finalised to export the product to Canada and Italy.

2. Export Scenario- West Bengal



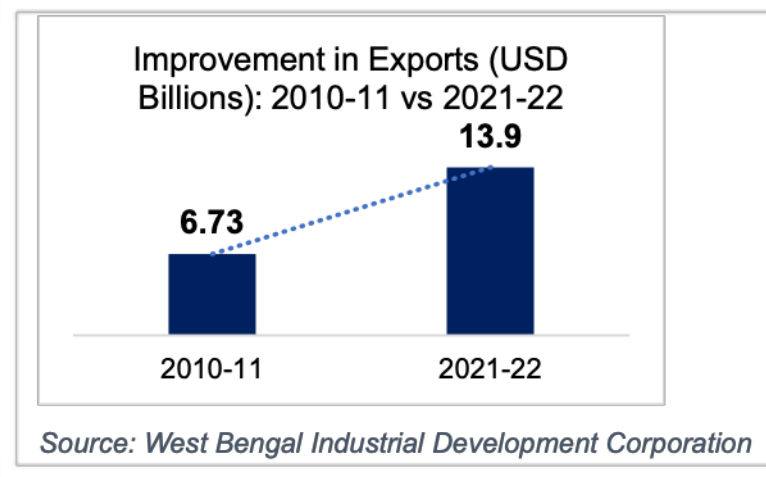
In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.



West Bengal's exports grew from USD 6.73 billion in 2010-11 to USD 13.9 billion in 2021-22. The reduction in bandhs has boosted productivity, while policies like the Industrial and Economic Corridor, Logistics, and Export Promotion policies have opened new export markets.

The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51

lakh women in the sector. The State has prioritized cluster development, expanding from 48 to 520 clusters in the past 7.5 years. Additionally, proactive efforts have driven a remarkable rise in bank lending to MSMEs, from ₹ 8,237 Cr. in 2011 to ₹1,48,132 Cr. in 2023-24, more than 17-fold increase



3. Target Export Products-South 24 Parganas:

3.1 Handicraft Sector:

MANUFACTURING SECTOR

ZARI EMBROIDERY, SILVER FILIGREE, SURGICAL INSTRUMENTS



3.2 Clusters in district:

SURGICAL EQUIPMENT CLUSTER, BARUIPUR, 24 PGS (S)

1	Principal Products Manufactured in the Cluster	Surgical Instruments
2	Name of the SPV	Baruipur Surgical Instrument Manufacturing Apex Association (BASIMAA)
3	No. of functional units in the clusters	200
4	Turnover of the Clusters	Rs.6,17,368
5	Value of Exports from the Clusters	-
6	Employment in Cluster	42
7	Average investment in plant & Machinery	232.27 lakh
8	Major Issues / requirement	-
9	Presence of capable institutions	-
10	Thrust Areas	-
11	Problems & constraints	-

CFC has been handed over to SPV on 16th June, 2011. Further, a meeting held on 23rd July, 12, under the Chairmanship of the Director, MSME-DI, Kolkata and the following decisions taken. i) Revised statement of expenditure should be submitted by MSME-TR, as per approved cost of components. ii) Govt. of West Bengal may consider funding of additional machines as required by SPV. iii) SPV may revise the user charges to CFC on sustainable basis.

ZARI EMBROIDERY, SILVER FILIGREE, 24 PGS (S)

SL.	SUBJECT.	NAME OF THE CLUSTERS	
		ZARI EMBROIDERY	SILVER FILIGREE
1	Principal Products Manufactured in the Cluster	Zari embroidery	Silver ornaments & filigree products
2	Name of the SPV	Budge Budge Block-II Zari Embroidery Cluster Industrial Co-Operative Society Ltd.	The Mograhat Silver Filigree Cluster Development Industrial Co-Operative Society Ltd.
3	No. of functional units in the clusters	4500	650
4	Turnover of the Clusters	Rs. 38 Cr.	Rs. 110 Cr.
5	Value of Exports from the Clusters		
6	Employment in Cluster	12000	1650
7	Average investment in plant & Machinery		
8	Major Issues / requirement	CAD designing; Appropriate packaging; Skill development	Modern designing; Tools / Die making; Skill development
9	Presence of capable institutions		
10	Thrust Areas	Supply of raw materials; training	Designing facility, Energy efficient & reducing wastage; Modern melting / casting technology
11	Problems & constraints		Procurement of raw materials; Pollution; Finance
12	Testing needs		Testing of raw materials
13	Access to export market		
14	Name of the association		
15	Key trade Associations address		

NAME OF CLUSTER	LOCATION	ACTIVITY OF CLUSTER	NO OF UNIT	NO. OF EMPLOYEES	ANNUAL TURNOVER (IN LAKHS)
Engineering Works	Sonarpur	Manufacturing of Mild Engineering Works	70	600	2000
Textiles and ReadyMade Garments	Dhola, Kulpi	Manufacturing of Ready Made Garments	98	294	1000
Zari Embroidary Works	Village Baratala, Budge Budge-II	Zari Embroidery Works	107	1000	9000
ReadyMade Garments	Chatta Mahestola	Manufacturing of Ready Made Garments Includes Jeans Made Garments	51	142	2000
Fire Works	Champahati, Baruipur	Manufacturing of All Types of Atas Bazi	952	6846	20,000
Surgical Instruments Cluster	Fultala, Baruipur	Manufacturing of Surgical Instruments	215	1114	12,000
Brass Manufacturing	Bishnupur-II	Manufacturing of Brass, washing	1	40	
ReadyMade Garments	Canning-I	Production of Readymade Garments	1	32	1100
Food Processing	Magrahat-II	Processsing of Food Items Like Jam Jelly Pickle Etc	1	28	

Mild Engineering Works	Rajpur Sonarpur	Manufacturing of Mild Engineering Works, Job Works	48	201	
Jewellery	Magrahat-II	Silver Filigree Includes Silver Ornaments, Show Piece, Puja Items, Utensils	249	1280	6500
Fire Works	Thakurpukur, Mahestola	Manufacturing of All Types of Atas Bazi	65	264	700
Baruipur Pottery	Baruipur	Manufacturing of Pottery	80	215	150
Agarbati Cluster	Baruipur	Manufacturing of Raw Agarbati Sticks And Perfumed Agarbati Sticks	94	330	6000

(Source: South 24 Parganas DIC & wbmsme.gov.in)

MAJOR EXPORTABLE ITEM

- LEATHER PRODUCTS
- JUTE DIVERSIFIED PRODUCTS
- HOSIERY AND GARMENTS
- LEATHER PRODUCTS
- PLASTIC PRODUCTS
- MACHINERY & PARTS EXCEPT.

3.3 Performance of the Products in International Markets:

JUTE PRODUCTS, BAMBOO PRODUCTS ALL ARE HANDICRAFT PRODUCTS. HSN CODE- 442090.

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	38559	34317	51437	22077	11060

INDIA'S TOP EXPORT DESTINATIONS ARE:

- UNITED STATE OF AMERICA
- GERMANY
- UNITED KINGDOM
- FRANCE
- MEXICO
- UNITED ARAB EMIRATES
- SPAIN
- AUSTRALIA
- SAUDI ARABIA
- CANADA

SILVER FILIGREE IMITATION JEWELLERY. HSN CODE- 711311

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	13,555,272	7,657,647	10,553,431	12,306,262	12,701,400

INDIA'S TOP EXPORT DESTINATIONS ARE:

- UNITED ARAB EMIRATES
- UNITED STATES OF AMERICA
- HONG KONG
- CHINA
- SINGAPORE
- UNITED KINGDOM
- FRANCE
- AUSTRALIA
- TÜRKIYE
- MALAYSIA
- CANADA

SURGICAL INSTRUMENTS. HSN CODE- 9018

YEAR	EXPORT VALUE 2019	EXPORT VALUE 2020	EXPORT VALUE 2021	EXPORT VALUE 2022	EXPORT VALUE 2023
EXPORT VALUE (in thousand \$)	964,051	918,084	1,065,299	1,232,070	1,387,926

INDIA'S TOP EXPORT DESTINATIONS ARE:

- UNITED STATES OF AMERICA
- GERMANY
- UNITED ARAB EMIRATES
- NETHERLANDS
- BRAZIL
- CHINA
- TÜRKIYE
- SINGAPORE
- BELGIUM
- FRANCE

Source: Trade map

- **EXPORT PERFORMANCE –SOUTH 24 PARGANAS**

SR. NO.	HS CODE	ITEM DESCRIPTION	VALUE (INR)
1	3061720	VANNAMEI SHRIMP (LITOPENAEUS VANNAMEI)	2687417523
2	27101949	HIGH FLASH HIGH SPEED DIESEL FUEL CONFORMING TO STANDARD IS 16861	1133616278
3	39100090	OTHERS	1299825502
4	42022110	HAND BAGS OF LEATHER FOR LADIES	403180672
5	42022190	OTHER LEATHER HAND BAGS	745141237
6	42023120	WALLETS AND PURSES OF LEATHER	580781083
7	42032910	GLOVES FOR USE IN INDUSTRY	1403953203
8	53101013	HESSIAN CLOTH CNTNG 100% BY WT OF JUTE	541509340
9	84749000	PARTS OF MACHNS OF HDG 8474	1154479498
10	96081019	OTHER BALL-POINT PENS WITH LIQUID INK (FOR ROLLING BALL PEN)	422081012

SOURCE: DGFT

4. Export Action Plan-South 24 Parganas

Sl. No	Intervention	Strategy	Action	Responsibility
1	Trade Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc Tie up with various e-commerce players to market products on their online platforms Facilitate tie ups with international buyers	DLEPC and Export Promotion Cell. DLEPC & Export Promotion Cell Export Promotion Cell
2	Market Intelligence Cell	Identify target markets and develop export intelligence trends Identify and develop new products with export potential or value-added exports	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends <ul style="list-style-type: none"> • Invite Investors to harness the potential of value addition. • Support MSME's to setup units • Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports • Engaging with Missions abroad to identify the potential buyers. 	WBSEPS DLEPC
3	Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC DLEPC

			Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities etc)	DLEPC
		Develop processing infrastructure (cluster/parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/processing	Tie up with skill development organisations Draw the calendar of events for training Conduct Exposure tours across the country	DLEPC

5. Annexure

5.1 District Level Export Promotion Committee

Government of West Bengal
Department of Industry, Commerce & Enterprises
Commerce Branch
4, Abanindranath Tagore Sarani, Kolkata – 700 016

No.29- CI/O/COM/GEN-XPT/03/2017

Dated: 24th December,2020

NOTIFICATION

In addition to the earlier steps and initiatives already been taken by the Government of West Bengal in regard to promotion of exports from the state, the State Government is now pleased to decide to constitute a District Export Promotion Committee (DEPC) for every district comprising of the following officials as mentioned below:

Sl. No.	Official / Department	Role
1.	District Magistrate	Chairperson
2.	Representative of DGFT	Invitee Member
3.	GM- District Industries Centre (DIC)	Convenor
4.	DI, West Bengal	Member
5.	Lead Bank Manager	Member
6.	Representative - Sector Specific Export Promotion Council as decided for individual district depending on export products	Member
7.	Representative from District level Trade/ Commerce Associations	Member
8.	Representative of Technical Education and Training Department	Member
9.	Representative of BIS and Legal Metrology	Member
10.	Representative of Agriculture, Fisheries, Horticulture Department in each district as required for products chosen for export promotion	Invitee Member
11.	Other State Government Representatives (as per requirement)	Member

N.B.: Invitee members will be requested to be present as and when needed.

The District Export Promotion Committee (DEPC) will function on the basis of following terms of reference:

Sl. No.	Terms of Reference
1.	Benchmarking baseline export performance of district – Present Export Performance
2.	Identification of potential export products from the district
3.	Creation of district export action plan
4.	Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
5.	Identifying training and development needs of district industries and coordination for training with other departments
6.	Dissemination of Information through trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
7.	Act as one point facilitator for export promotion at district level

Besides, the following will be implemented in this regard-

- The MSME Facilitation Centres (MFCs) as Nodal Body for export promotion will function at district level.
- The nodal body would act as secretariat for the DEPC under the District Magistrate.
- The MFCs headed by GM DICs, will provide the necessary secretariat support for the DEPC.
- The GM, DIC will be the Nodal Officer for all district level export related work.